



## **Arizona Office of Tourism - Travel Deals**

### **How to use the new Travel Deals section on arizonaguide.com.**

As part of the Arizona Office of Tourism's goal to increase visitation to the Grand Canyon State, the former website, ArizonaVacationValues.com, was redesigned and enhanced for both consumers and constituents.

This outline will show you, our constituents, how to access the new Travel Deals administration site, how to post a deal, how to search for a deal and how to use the Combinable Offers section as well as several other tips.

If you have any questions about the new Travel Deals section on arizonaguide.com, please email us at [traveldeals@azot.gov](mailto:traveldeals@azot.gov).

#### **Travel Deals User Manual Sections:**

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## Travel Deals Administration Site

To access the Travel Deals Administration Site, go to the Arizona Office of Tourism's business-to-business site at <http://www.azot.gov>.

Once there, click on the third (3<sup>rd</sup>) link in the navigation titled 'Travel Deals.'



After clicking on 'Travel Deals', a new page will load, displaying an expanded menu in the navigation.



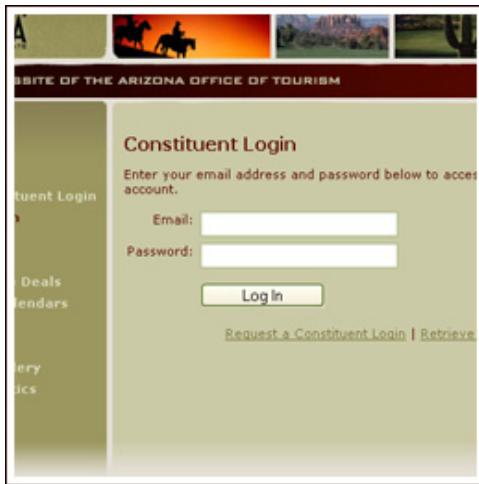
### New Users

If you are a new user to the site, click on the 'Request a Constituent Login' link to request a new Travel Deals login. (If you were an active member of ArizonaVacationValues.com, your email address is still valid on Travel Deals)

On this expanded menu, click on 'Constituent Login' to login into your account.

## Logging into Your Travel Deals Account

Once on the Constituent Login page, enter your email address and password to access your account.

The image is a screenshot of a web browser showing the 'Constituent Login' page. At the top, there is a banner with four small images: a horse, a person on a horse, a desert landscape, and a person on a horse. Below the banner, the text 'WEBSITE OF THE ARIZONA OFFICE OF TOURISM' is visible. The main heading is 'Constituent Login'. Below this, it says 'Enter your email address and password below to access your account.' There are two input fields: 'Email:' and 'Password:'. Below these fields is a 'Login' button. At the bottom of the login section, there are two links: 'Request a Constituent Login' and 'Retrieve Password'. On the left side of the page, there is a vertical menu with links: 'Constituent Login', 'Travel Deals', 'Senders', 'Services', and 'About Us'.

### Passwords

To enhance the security features of Travel Deals, updates to our password policy have been applied to all accounts. Your email and password from ArizonaVacationValues.com is valid on the new Travel Deals section.

#### Less Than 4 Characters:

If your password was less than 4 characters, it has been reset to a secure password containing more than 4 characters. To retrieve this password, simply click on the link titled 'Retrieve Password' and follow on the on-screen instructions. Note that for security reasons, passwords can only be emailed to the email address on file.

#### Greater Than 4 Characters:

If your password was greater than 4 characters, no changes have been made to your account.

### I Can't Remember My Password

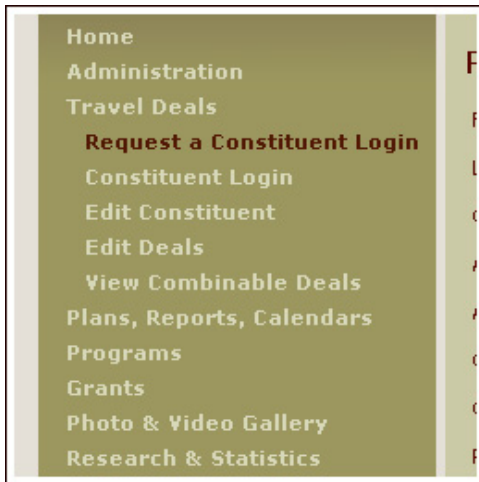
To retrieve a lost password, simply click on the link titled 'Retrieve Password' and follow on the on-screen instructions. Note that for security reasons, passwords can only be emailed to the email address on file.

### Personnel Change

If your organization has completed a personnel change and needs to update the contact information for an account, please send a request to [traveldeals@azot.gov](mailto:traveldeals@azot.gov) with the subject line 'Personnel Change.'

## Request a Constituent Login

If you are new to the Travel Deals site, you can request a login by clicking on the 'Request a Constituent Login' page.



Once on the 'Request a Constituent Login' page, simply fill out the form to request a login.

All login requests will be received and approved by the Arizona Office of Tourism.

A screenshot of a web form titled "Request a Constituent Login". The form is on a light green background and contains the following fields: First Name, Last Name, Company, Address, Address 2, City, State (a dropdown menu with "AZ" selected), Zip Code, Country, Other State, Phone, Fax, Email, Password, and Status. At the bottom of the form are two buttons: "Insert" and "Cancel".

## Your Account

Once you have successfully logged into your Travel Deals account, you will be directed to the main account page.



The screenshot shows a web form titled "Edit Constituent". On the left is a vertical sidebar with a "Login" button. The form fields are as follows:

First Name:	John		
Last Name:	Smith		
Company:	123 Travel Company		
Address:	123 Main St.		
Address 2:	Suite 155		
City:	Phoenix	State:	AZ
		Zip Code:	6500
Country:	USA	Other State:	
Phone:	555-555-5555	Fax:	555-555-5555
Email:	johnsmith@123travel.co		
Password:	[Redacted]		
Status:	Approved		
Last Login:	10/9/2007 4:52:17 PM		
Related Deals:			
Related Prizes:			
<input type="button" value="Update"/> <input type="button" value="Cancel"/>			

The main account page will display the information that you have submitted for your account.

In addition, the main account page will also list any Travel Deals that are related to your account under the 'Related Deals' section.



The screenshot shows a summary view of the account information. The fields are:

Email:	johsmith@123trave
Password:	[Redacted]
Status:	Approved
Last Login:	10/9/2007 4:52:17 PM
Related Deals:	<a href="#">Arizona Test Deal</a>
Related Prizes:	
<input type="button" value="Update"/> <input type="button" value="Cancel"/>	

Once logged into the Travel Deals administration section, you can now view or edit the existing Travel Deals in your account as well as create new Travel Deals.

## 'Edit Deals' Page Overview

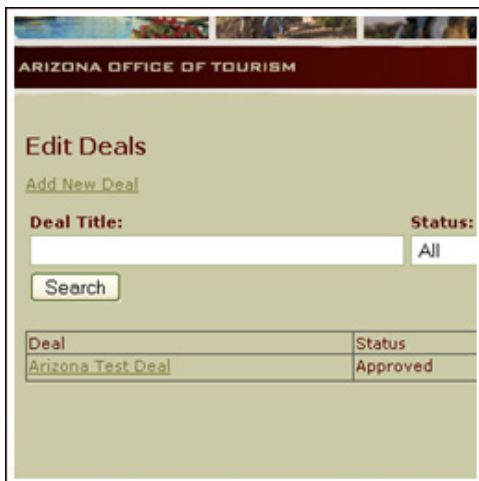
The Edit Deals page allows you to create new Travel Deals as well as view or edit existing Travel Deals.



### Editing an Existing Travel Deal

Please note that editing an existing Travel Deal will cause the Travel Deal to be re-submitted for approval, regardless if the Travel Deal was previously approved.

The Edit Deals page has 3 main sections; an 'Add New Deal' link, a Travel Deal search box and listings of all your Travel Deals.



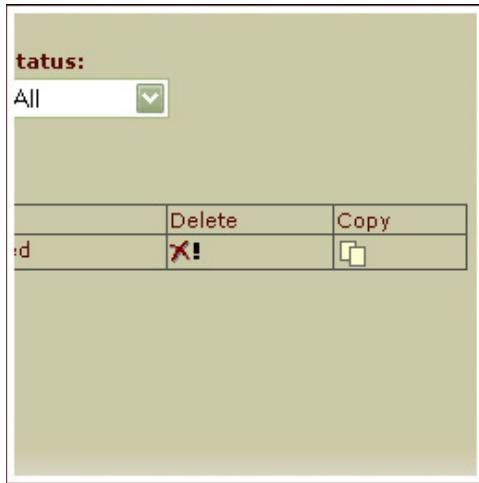
How to add a new Travel Deal is covered later in this document.

The Travel Deal search box allows you to search for a specific deal by the Deal Title. A helpful feature if you have numerous Travel Deals in the system.

The Travel Deal Listings section shows the Title, Status, Delete (option) and Copy (option) for all of your Travel Deals.

## Using the Copy Button

The 'Copy' button in the Travel Deals Listing section on the Edit Deals page is a helpful tool when you have to create another Travel Deal using similar information or content from a previous deal.



The screenshot shows a web interface for managing travel deals. At the top, there is a label 'tatus:' followed by a dropdown menu currently showing 'All'. Below this is a table with two columns: 'Delete' and 'Copy'. The 'Delete' column contains a red 'X' icon, and the 'Copy' column contains a document icon. The table is partially obscured by a large, light-colored rectangular area, likely a modal or a large text input field.

To create a new Travel Deal using the content from an existing Travel Deal, simply find the deal you would like to copy and click on the 'Copy' icon associated with that Travel Deal.

After clicking that link, the Travel Deals system will create an identical Travel Deal (from the Travel Deal you copied) and allow you to begin editing the deal.

Once you have completed editing the new Travel Deal, simply submit the Travel Deal for approval.

### Copying a Travel Deal

Please note that copying an existing Travel Deal will not affect the Travel Deal that is being copied. That deal will remain in its current status, whether active, expired or rejected.

### Do Not Duplicate Travel Deals

Please note that copying an existing Travel Deal will not affect the Travel Deal that is being copied. That deal will remain in its current status, whether active, expired or rejected.

## Creating a New Travel Deal

To create a new Travel Deal, click on the 'Add New Deal' link located at the top of the Edit Deals page.



The screenshot shows the top portion of a web page. At the top, there are two small images: one of a river with boats and another of people outdoors. Below these is a dark red banner with the text "THE ARIZONA OFFICE OF TOURISM" in white. Underneath the banner, the page title "Edit Deals" is displayed in a large, bold, dark font. Below the title is a link that says "Add New Deal" in a smaller, underlined font. Further down, there is a label "Deal Title:" followed by a white text input field. At the bottom of this section is a "Search" button with a magnifying glass icon.

After clicking on the 'Add New Deal' link, you will be directed to the Edit Deal (Create a New Deal) page.



The screenshot shows a form titled "Edit Deal" in a bold, dark font. The form contains several fields with labels and instructions:

- Company:\*** A text input field containing "Arizona Office of Tourism". Below it, a note reads: "The company/hotel name visible to consumers. If you are a hotelier, enter the hotel's proper name. If you are a tour company, such as rafting, enter the proper company name."
- Address:** A text input field containing "1110 W. Washington St".
- Address 2:** A text input field containing "Suite 155".
- City:** A text input field containing "Phoenix".
- State:** A dropdown menu showing "AZ" with a checkmark icon.
- Zip Code:** A text input field.
- Website:** A text input field.
- Deal Title:\*** A text input field. Below it, a note reads: "For example: Spring Sedona Getaway".
- Offer:\*** A text input field. Below it, a note reads: "Enter a short description of the offer, for example: 10% off on all bookings made between 1/1/10 and 12/31/10."

The Edit Deal (Create a New Deal) page contains complete explanations of requirements for each field on the page.

Complete the Edit Deal (Create a New Deal) form and click 'Insert' to submit your deal.



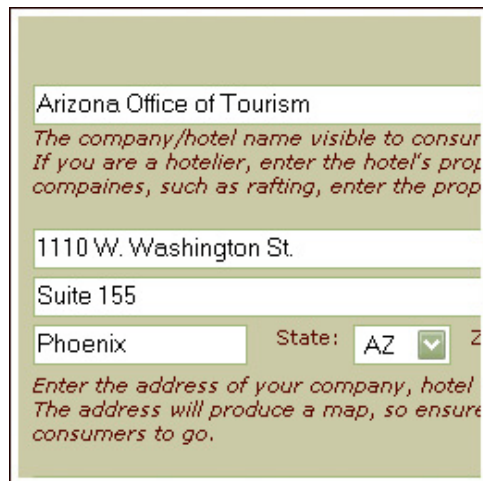
### Address Field

Upon entering the page, you will notice that the Company, Address, Address 2, City, State and Zip Code field are pre-populated for your convenience. This address is pulled directly from the address on your account.

If necessary you can overwrite the pre-populated address in this section.

**The address listed on the Edit Deals page will be visible to the public and will generate a Google Map of the address.**

Additionally, you can leave the address field blank so that no address is displayed to the user.



A screenshot of a web form for editing a deal. The form has a light green header. Below the header, there are several text input fields. The first field contains 'Arizona Office of Tourism'. Below it, there is a line of red italicized text: 'The company/hotel name visible to consumers. If you are a hotelier, enter the hotel's proper name. If you are a travel company, enter the company name, such as rafting, enter the proper name.' The next field contains '1110 W. Washington St.'. Below that is another field containing 'Suite 155'. Then there is a field for the city, 'Phoenix', and a dropdown menu for the state, currently showing 'AZ'. To the right of the state dropdown is a small 'Z' icon. Below these fields, there is another line of red italicized text: 'Enter the address of your company, hotel or location. The address will produce a map, so ensure it is correct for consumers to go.' The form is enclosed in a thin black border.

### Deal Title

The Deal Title is the **most important piece** of your Travel Deal. It is the main piece of information that users can see while searching for a Travel Deal.

- Make sure that your Deal Title is **descriptive and specific** for your deal.
- Using the proper name of your location/hotel in the Deal Title will help prospective travelers find your information.
- Do not use all caps when typing a Deal Title.

### Deal Start Date / Publish Start Date

Please pay special attention to the Deal Start Date and the Publish Start Date.

The Deal Start Date is the actual dates that your deal is valid for purchase from your organization.

The Publish Start Date is the actual days you would like your deal published on the Travel Deals section. Please note that you should take into consideration the 2-3 days required to approve any deals when selecting your Publish Start Date.

**Related Business(es)**

Browse the list for the business you are creating the Travel Deal for. If the business is listed, selected it from the list.

For example, if you are creating a Travel Deal for the Arizona Biltmore, you would search the list for the 'Arizona Biltmore Resort and Spa' and, once found, would select it from the list.

If you cannot find your business, leave the field unselected. Leaving this field unselected will not affect the listing of your Travel Deal.

**Promotion Categories**

Similar to ArizonaVacationValues.com, the new Travel Deals site will be highlighting special promotions throughout the year, such as Valentines Day Specials, Spring Training Specials, etc.

If your Travel Deal qualifies for a special promotion category, you may select it from the list.

Please note that all Travel Deals with a special promotion category selected, will be checked for accuracy.

### **Combinable Travel Deals**

The Combinable Travel Deals section has been created to encourage **cooperation and partnership** throughout the Arizona travel industry.

Combinable Travel Deals are offers from other hotels / businesses which are available to create a **travel package**. Using this page, you can search for combinable offers that are of similar interest, in your area or would compliment your existing offer. Once you have found a complementary offer, you can then email the contact person to set-up further discussions.

Example:

*You are a hot air ballooning company who has several offers available in the Sedona area posted in the Travel Deals section. You could select the 'Combinable Offer' box when you post your deals. With this box selected, registered Travel Deals partners could see which combinable offers you have available. Then, a hotel property in Sedona could contact your company to create a combined offer with both the hot air balloon ride and accommodations included in the package.*

Research shows consumers are constantly seeking out package opportunities that make their trip planning easier. This feature is a great way to foster relationships with other businesses in your community to offer consumers the packaged experiences they are looking for.

Please note, that the actual combination of the deal, including how to divide revenue as well as the listing of offers is the responsibility of the participating partners.